FSC-139-B

ROU Brief - 8/12/98

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

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RETAIL PROGRAMS

➡ ***WINSTON DSD for MA, MI, VA Only***
(Contact: Lori O'Connor, #3019)

- Week of 8/24/98, a DSD containing WINSTON Penny Tray and WINSTON Matches will be sent to retailers in the non-sweepstakes states of MA, MI, and VA.
- DSD will be shipped to contracted Partners with a volume of 75+ CPW in the following segments: CN, GS, LQ, OH, SF, TN, RS, CS, BI.
- Residual quantities of this kit will be available for order on 9/8/98. Item #547643, 1 per SKU.

Allocations: 1100 - 350
2900 - 350
6700 - 288

➡ ***WINSTON Inflatables***
(Contact: Lori O'Connor, #3019)

- Following inflatables are available for immediate shipment on a first come, first serve basis.

Item #	Description	Remain. Qty
527612	WINSTON Pack Inflatable	3
527615	WINSTON Race Car Inflatable	1

SYSTEMS

➡ ***SIS 'M37 Acct Mkt/Merchandisers' Function Change***
(Contact: Chris Minner, #1642)

- M37 Acct Mkt/Merchandisers function will be split into two separate functions.
  - Existing M37 function will display account marketing indicator information.
  - NEW M39 function will display merchandiser information.
- Change made to eliminate the sub-menus that previously were in place for the large number of merchandising table entries.
- Effective: Monday, August 17, 1998

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